

CITY OF ALAMEDA

Memorandum

To: Honorable Mayor and
Members of the City Council

From: Lisa Goldman
Acting City Manager

Date: April 5, 2011

Re: Authorize the Public Works Director to Enter into a Letter of Agreement
Between the City of Alameda and the Park Street Business Association for
the Administration of a Monthly Parking Permit Program in City-Owned
Lots A and C

BACKGROUND

The City has two public parking lots in the Park Street Business District. Lot A is located on the westside of Park Avenue between Santa Clara Avenue and Central Avenue, and Lot C is located on the southside of Central Avenue between Park Street and Oak Street. Since May 2002, the Park Street Business Association (PSBA) has administered the issuance and tracking of monthly parking permits in the two lots through a Letter of Agreement (Agreement) with the City. The monthly parking permit program has proved a successful partnership, and PSBA and the City are interested in continuing this arrangement.

DISCUSSION

The monthly parking permit program provides designated parking spaces for business employees in the Park Street Business District in Lots A and C. The Public Works Department provides parking permits on a monthly basis to PSBA, and business employees purchase the permits from PSBA at a cost of \$60 per permit per month. All monies from the sale of permits collected by PSBA are deposited with the City on a monthly basis. PSBA provides monthly and quarterly reports to the Public Works Department and receives \$250 per quarter for administering the program. In accordance with Section 2-59.3 of the Alameda Municipal Code, which requires the City Council to approve any contract that extends beyond five years, staff requests approval to establish a new Agreement. As proposed, the City and PSBA will be able to mutually extend the Agreement for up to five additional years based on satisfactory performance of all aspects of this Agreement. A copy of the Agreement is on file in the City Clerk's office.

City Council
Agenda Item #5-D
04-05-11

FINANCIAL IMPACT

The cost of administering the program is included in the Parking Meter Fund (Fund 224, Program 5438924) budget. There is no impact to the City's General Fund.

MUNICIPAL CODE/POLICY DOCUMENT CROSS REFERENCE

This action does not affect the Alameda Municipal Code.

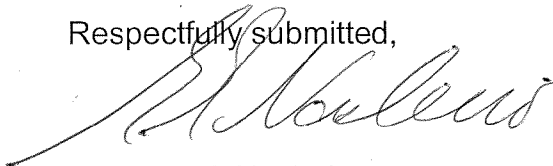
ENVIRONMENTAL REVIEW

In accordance with the California Environmental Quality Act (CEQA), this project is Categorically Exempt under CEQA Guidelines Section 15301, Existing Facilities.

RECOMMENDATION

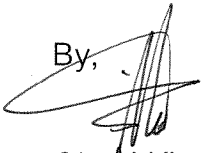
Authorize the Public Works Director to enter into an agreement between the City of Alameda and the Park Street Business Association for the administration of a monthly parking permit program in City-owned lots A and C.

Respectfully submitted,



Matthew T. Naclerio
Public Works Director

By,



Obaid Khan
Supervising Civil Engineer

Approved as to funds and account,



Fred Marsh
Controller

Exhibit:

1. Agreement (on file in the City Clerk's office)